



TESIM

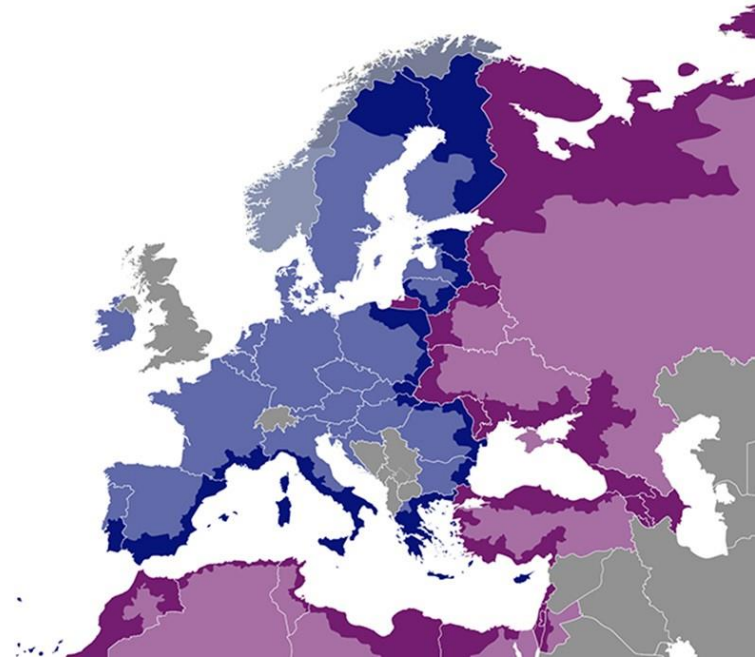
Technical support to the implementation
and management of ENI CBC programmes

Project communication in ENI CBC

Capacity building workshop
for project partners

On-line sessions

CONCEPT AND AGENDA



Background

The European Union (EU) needs to show concrete results of its cooperation and development actions, and so does the ENI CBC community. At all times, communication activities should pursue the overall objective of increasing the knowledge of cross-border cooperation at the external borders of the EU and its position as a valuable, strategic tool for the EU and its neighbours. When projects reach the implementation phase - and outputs/results start to be delivered and achieved - it becomes essential to focus on them. It is thanks to the actions pursued in the field, the problems solved and the changes implemented, that the awareness and appreciation of cooperation can increase and yield its fruits.

Proposal

This event is meant to:

- Highlight the **basic rules of communication**
- Increase the capacity to **work with journalists/media** through tips and practical exercises on how to write press releases and how to face interviews
- Boost the practice of **social media** within project communication
- Explain and practice the use of a **storytelling pattern** to improve the reach of written and audio-visual content (with practical exercises)
- Enhance participants' capacity to **find a story in (every) project**

Managing communication as a set of stories about people, their environments and their daily challenges, serves the purpose of amplifying the projects' outreach, and will build longer term narratives.

Let's communicate!



AGENDA

Workshop for beneficiaries on developing Effective Communication

22-23 October 2020

Day 1: 22 October 2020

Timing in CET

From: 8:30	Registration & Technical preparation
8:45-9:00	Welcome and opening of the meeting
9:00-9:15	Requirements to ensure visibility <ul style="list-style-type: none"> • Implementing regulations • Joint Operational Programme Black Sea Basin 2014-2020
9:15-9:45	The ABC of communicating cooperation <ul style="list-style-type: none"> • Why, how, to whom, where, when to communicate: the 5 rules applied to cooperation • <i>What</i>: the pyramid approach
9:45-10:45	How to find a story in a project <ul style="list-style-type: none"> • The storytelling structure: from “the problem” to “the solution” • Building stories on <u>results</u> (exercises)
10:45-11:15	Coffee break
11:15-12:15	Dealing with media <ul style="list-style-type: none"> • How to write a <u>press release</u> (exercises) • Essential tips for a press conference/media point • How to prepare for a <u>TV interview</u> (exercises)



12:15 – 12:30	Final questions and remarks Wrap-up and closing the day 1
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Day 2: 23 October 2020

Timing in CET

From: 8:30	Registration & Technical preparation
8:45-9:00	Introduction: Overview of the second day agenda
9:00-10:00	Social media <ul style="list-style-type: none"> • Building a plan: why, who, where, what, when, how • A tour of social media channels: Facebook, Twitter, Instagram, YouTube • Content creation (native tools, visuals, writing) • Checking the performance
10:00-10:30	Coffee break
10:30-11:30	Cooperation in pictures <ul style="list-style-type: none"> • Basic elements: movement, context, outputs, timing, emotions • The copyright issues • The GDPR for pictures • Thematic sectors: the photographic approach
11:30-12:00	Videos <ul style="list-style-type: none"> • How to build a <u>script</u> • The shift from 20 to 2 minutes
12:00-12:15	Wrap-up and closing the event